



**True Key Hotels & Resorts properties remain open and support local essential service heroes during COVID-19**

*Resorts in Parksville, Sooke and Radium Hot Springs, B.C. provide a safe haven for those unable to return home*

**For Immediate Release**

**April 2, 2020 (Sooke, B.C.):** As the Government of British Columbia has deemed hotels and resorts essential services, True Key Hotels & Resorts have kept four of their resorts open and have introduced special rates to support the local essential service heroes in Parksville, Sooke and Radium Hot Springs. The resorts all provide a fully-contained, safe, calm and comfortable space for those who are unable to return home due to their potential exposure to the virus, further preventing the risk of community spread of COVID-19.

During these unprecedented times, to support the community, True Key is offering deeply discounted rates upwards of 60% off retail through the end of April. Each fully-furnished suite has a private external entrance and corridors to remove the risk of interaction with other guests. The suites come with fully-equipped kitchens and living space, independent central air and heating, fast and reliable wifi, in-suite washer and dryer and an open balcony for fresh air and sunshine.

"If you or a loved one are on the frontlines, combatting the effects of COVID-19 and you're being displaced due to the impact of the virus or the safety of your family, we applaud you and invite you to stay with us," says Michael Anderson, President of True Key Hotels & Resorts. "We realize these are unprecedented times and we want to help everyone remain safe, healthy and comfortable."

In Parksville, at [Sunrise Ridge Waterfront Resort](#), in Sooke, at [SookePoint Ocean Cottage Resort](#) and in Radium Hot Springs, [Bighorn Meadows Resort](#), 1-Bedroom Suites are available from \$89 CAD/night plus taxes for a minimum of five night stays.

Similarly, [Sooke Harbour Resort & Marina](#), is offering a rate of \$89 CAD/night + taxes for a minimum of five nights for their 2-Bedroom Suites.

"True Key is committed to safety," says Anderson. "With our external entrances to condo-style suites, our units are ideal for self-isolation. We have also implemented a number of initiatives including an intensive disinfecting schedule and remote check-in and check-out; and our public gathering spaces are closed to further promote physical distancing."

True Key Hotels & Resorts is committed to supporting B.C.'s essential services workers as they support Canadians through the COVID-19 pandemic.

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**About True Key Hotels & Resorts** - Established in 2010, True Key Hotels & Resorts has grown rapidly, developing the resources and expertise to strategically market and manage daily resort operations. Managing a collection of eight resorts in Western Canada, it has a strong team that shares the company's commitment to garnering operational results and focusing on exceptional guest experience, while developing solid working relationships with guests, suppliers, owners and employees. Looking to the future, True Key will continue to build on their proven success, actively seeking to add new resort properties to its portfolio. Visit [www.truekey.ca](http://www.truekey.ca) to learn more.

**About Sunrise Ridge Waterfront Resort, Parksville** - Located on 10.2 acres of waterfront property in Parksville, on Vancouver Island's Central Coast, Sunrise Ridge Waterfront Resort is surrounded by peaceful landscapes and sandy beaches. The Resort offers 42 fully furnished, fully equipped studio, 1, 2, and 3 bedroom vacation villas and suites boasting magnificent mountain and ocean views across the Georgia Straight. Resort amenities include a seasonal outdoor pool, hot tub, fitness facility, mountain bike rentals and meeting rooms. Visit [www.SunriseRidge.ca](http://www.SunriseRidge.ca) to learn more. Visit [www.sunriseridge.ca](http://www.sunriseridge.ca) to learn more.

**About Sooke Harbour Resort & Marina, Sooke** - Sooke Harbour Resort & Marina is the perfect year-round oceanside getaway. Each of the 34 fully-equipped, well-appointed 1-4 bedroom condo-style suite is steps away from the resort's private 114-slip marina. Step out your door onto the marina for chartered fishing, embark on a whale watching or kayaking tour, and return to enjoy a soak in one of our Resort's two outdoor hot tubs or grill your catch-of-the-day on your private patio. Visit [www.SookeHarbourMarina.ca](http://www.SookeHarbourMarina.ca) to learn more.

**About SookePoint Ocean Cottage Resort, Sooke** – SookePoint Ocean Cottage Resort is set away from the village of Sooke on Possession Point, on the southwesternmost tip of British Columbia and Canada. This premium resort is surrounded by nature and perched cliffside above the Pacific Ocean offering unparalleled ocean and marine life viewing opportunities from each beautifully fully-furnished studio, 1 or 2 bedroom suite. Visit [www.SookePointResort.ca](http://www.SookePointResort.ca) to learn more.

**About Bighorn Meadows Resort, Radium Hot Springs** - Luxury, relaxation, golf, skiing, adventure, spectacular views – welcome to the best accommodation in Radium Hot Springs at Bighorn Meadows Resort. Nestled in the Columbia Valley between the Rocky and Purcell Mountain ranges in British Columbia, our high-end Rocky Mountain Resort is situated on an expansive 9-acre site surrounded on three sides by the prestigious Springs Golf Course in the village of Radium Hot Springs. Visit [www.BighornMeadows.com](http://www.BighornMeadows.com) to learn more.

**High res images available upon request. To arrange an interview with True Key's President, Michael Anderson, for editorial inclusion, please contact:**

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